

WHAT IS CLAIMED IS:

1. A method, comprising:  
assessing an innovation status of an entity;  
5 identifying at least one initiative with an  
innovation focus which is structured to increase the  
value of said entity;  
implementing said initiative; and  
repeating said assessing, identifying and  
10 implementing.
2. A method according to Claim 1, including a  
further entity, and causing said entities to participate  
collaboratively in carrying out each of said assessing,  
15 identifying and implementing.
3. A method according to Claim 1,  
wherein said identifying includes: developing a set  
of initiatives, evaluating costs and benefits of each of  
20 said initiative in said set, and allocating funding to a  
subset of said initiatives in said set; and  
wherein said implementing is carried out for each  
said initiative in said subset.
- 25 4. A method according to Claim 1, wherein said  
assessing includes having a plurality of persons each  
complete a survey which assesses a status of said entity  
with respect to each of a plurality of innovation-related  
factors.

5        5.    A method according to Claim 1, wherein said  
assessing includes evaluating current performance of said  
entity with respect to each of a plurality of selected  
factors.

10       6.    A method according to Claim 1, wherein said  
assessing includes evaluating a level of maturity of said  
entity with respect to each of a plurality of digital  
economy factors.

      7.    A method according to Claim 1, wherein said  
assessing includes:  
      evaluating said entity with respect to each of a  
15    plurality of selected factors; and  
      establishing an improvement goal for each of a  
plurality of said factors.

20       8.    A method according to Claim 1, wherein said  
identifying includes building awareness of innovation  
within said entity.

25       9.    A method according to Claim 8, wherein said  
building includes offering periodic presentations which  
each relate to recent developments in digital technology.

30       10.   A method according to Claim 8, wherein said  
building includes establishing a virtual community  
structured to foster innovation.

11. A method according to Claim 8, wherein said building includes feeding back information relating to said assessing, identifying and implementing.

5           12. A method according to Claim 1, wherein said identifying includes generating ideas that represent potential said initiatives.

10           13. A method according to Claim 12, wherein said generating includes holding periodic workshops which each involve a plurality of persons and which are each structured to generate a plurality of said ideas.

15           14. A method according to Claim 12, wherein said generating includes establishing a virtual site which continuously provides information about selected issues and can accept input representing said ideas.

20           15. A method according to Claim 12, wherein said identifying includes developing each of a plurality of said ideas into potential initiatives.

          16. A method according to Claim 15, wherein said identifying includes:

25           evaluating costs and benefits for each of said potential initiatives; and

          allocating funding to at least one of said potential initiatives, said implementing being carried out for each said initiative which is funded.

17. A method according to Claim 16, including holding periodic meetings to review and refine said implementing of each said funded initiative.